

25 August 1971

MEMORANDUM FOR: Chief, Photo Section

THROUGH : Chief, Pictorial Services Branch

SUBJECT : Upgrading the Quality of Still Photography

1. The Chief, Support Services Group recently asked the Chief, Photo Section to do the following:

a. Hold all originals (except loans) for a period of three months so that PSD and ourselves can compare these with those that come out at the other end of the system that are obviously inferior;

b. Experiment with various retouching techniques, both in our own shop and in PSD and OBGi, to see what can be done and at what cost;

c. Assess the manpower costs involved in a thorough review of all caption cards and photos being sent to PSD for either accessioning or for publication, i.e., estimate cost of introducing a central quality control point in DPSD.

2. Re the above requirements, request that you do the following:

a. Beginning Monday, 30 August, and every Monday thereafter until told otherwise, be prepared to present a comparison of the original photo and the published version. If no photos are available for comparison in a given week, then request that I be so notified.

b. Submit to me, by 0900 hours Friday, 27 August, an informal memo discussing the experimentation that has been conducted on retouching techniques, the results of such experimentation, and the cost in manhours and funds to do the retouching. Cost estimates must, of course, be based in part on the number of photos that must be retouched. Cite the basis for your estimate of the number of photos involved and the variations, if any, in kinds of retouching that is necessary, e.g., background only, facial features, etc. Also give me a recommendation on

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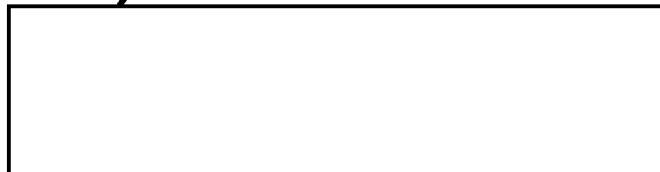
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whether retouching should be done at the time of accessioning or when a photo is selected for publication and cite your reasoning.

c. In the same memo due this Friday, give me an estimate of the cost, in manhours and funds, if any, to establish a quality control point in DPSD to review all caption reports and photos being sent to PSD for either accessioning or for publication. Provide the basis for your estimates. Photos being sent for publication includes the selection of an appropriate mask at the quality control point.

d. In the same memo, also give me a recommendation on how we can handle quality control, in terms of organization and personnel.

3. The major responsibility for all aspects of the production of photography of high quality is properly that of the Photo Section of DPSD. We can no longer ignore and we cannot shirk this responsibility. We must and we will find a means of discharging this responsibility in a manner that will produce photography of much greater quality than that used heretofore. The efforts of all concerned personnel, from the Chief, PSB to all members of the Photo Section, must be concentrated on this problem.



Chief, Document and Pictorial Services Division

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